

CLAIMS

What is claimed is:

1 1. A method for fundraising comprising:
2 *SUBAI* registering a fundraising entity with a service provider;
3 displaying products for sale on a viewable medium hosted by the service
4 provider;
5 selling a displayed product to a customer, wherein the product sold is
6 adapted to display a personal image selected by the customer, the personal image relating
7 to the registered fundraising entity; and
8 distributing, by the service provider, a portion of revenues from the
9 product sold to the registered fundraising entity.

1 2. The method of claim 1 wherein before selling, the method further comprises:
2 displaying a plurality of personal images relating to the registered
3 fundraising entity on the viewable medium including the personal image selected by the
4 customer.

1 3. The method of claim 2 wherein the viewable medium comprises a website
2 hosted on a web sever and accessed by a computer via the Internet.

1 4. The method of claim 3 wherein registering comprises:
2 receiving identification information for the fundraising entity;
3 creating at least one photo album for the fundraising entity; and
4 issuing an identifier for the created photo album to the fundraising entity
5 for access to the created photo album.

1 5. The method of claim 4 further comprising:
2 providing the issued identifier to potential customers.

1 6. The method of claim 1 wherein distributing the portion of revenues to the
2 registered fundraising entity comprises:
3 determining a purchased amount for the product sold displaying the
4 personal image selected by the customer; and
5 distributing a percentage of the purchased amount to the fundraising entity.

1 7. The method of claim 1 wherein distributing profits to the registered
2 fundraising entity comprises:

3 determining a purchased amount for the product sold displaying the
4 personal image selected by the customer;
5 deducting a predetermined percentage from the purchased amount;
6 distributing a percentage of the purchased amount less the deducted
7 percentage to the fundraising entity; and
8 distributing the deducted percentage to a different entity.

1 8. The method of claim 7 wherein the different entity comprises an entity that
2 referred the fundraising entity to register with the service provider.

1 9. The method of claim 7 wherein the different entity comprises a default charity.

1 10. A computer program product including machine-readable code stored in a
2 distributed storage medium comprising:
3 code for facilitating registering a fundraising entity with a service provider;
4 code for generating viewable images of products for sale on a viewable
5 medium hosted by the service provider;
6 code for closing a sale to a customer to purchase a product adapted to
7 display a personal image selected by the customer, wherein the personal image relates to
8 the registered fundraising entity;
9 code for determining revenues from closed sales of products; and
10 code for allocating a portion of the determined revenues to the registered
11 fundraising entity.

1 11. The computer program product of claim 10 further comprising:
2 code for displaying a plurality of provided personal images relating to the
3 registered fundraising entity on the viewable medium; and
4 code for allowing the customer to select a personal image from the
5 displayed plurality of provided personal images, to be displayed purchased products.

1 12. The computer program product of claim 10 wherein the code for allocating
2 the portion or revenues comprises:

3 code for deducting a predetermined percentage of determined revenues
4 from closed sales of products and allocating the predetermined percentage to a different
5 entity; and

6 code for determining whether the registered fundraising entity was
7 referred to the service provider by a referring fundraising entity.

1 13. The computer program product of claims 12 further comprising:

2 code that, when it is determined that the registered fundraising entity was
3 referred, designates the referring registered fundraising entity as the different entity.

1 14. A method of hosting fundraising comprising:

2 providing a platform on which a host fundraising entity displays personal
3 images;

4 offering a plurality of products for sale on which the displayed personal
5 images may be incorporated; and

6 distributing to the host fundraising entity, a portion of revenues from
7 products sold incorporating personal images from the host fundraising entity.

8 15. The method of claim 14 wherein the platform comprises a website hosted on
9 a server computer.

1 16. The method of claim 15 further comprising:

2 registering a plurality of fundraising entities; and

3 providing incentives to a registered fundraising entity for referring
4 additional fundraising entities to register.

1 17. The method of claim 16 further comprising:

2 distributing to a default charity, a portion of the revenues from products
3 sold incorporating personal images from the platform.

1 18. A system for fundraising comprising:

2 means for registering a fundraising entity;

3 means for posting personal images selected by the registered fundraising
4 entity;

5 means for viewing the posted personal images and selecting a desired
6 personal image by a customer;

7 means for viewing and selecting products to display the desired personal
8 image by the customer; and

9 ~~means for determining revenues to be distributed to the registered
10 fundraising entity.~~

1 19. The system of claim 18 wherein the means for registering, posting, and
2 viewing comprise respective pages of an application program interface hosted by a
3 computer server accessible over a communications network.

1 20. The system of claim 19 wherein the means for determining revenues
2 comprises a processor in the computer server executing machine readable code.

1 21. A method for fundraising comprising:

2 registering an entity with a service provider, the entity comprising one of a
3 fundraising entity, or any individual or organization on behalf of the fundraising entity;
4 displaying a plurality of personal images relating to the registered entity,
5 on a web site hosted by the service provider;

6 displaying products for sale on the web site hosted by the service provider;
7 selling at least one displayed product to a customer, wherein each product
8 sold is adapted to display an image selected by the customer from the plurality of
9 personal images;

10 allocating revenues generated from the sale of products between the
11 service provider and at least one of the registered entity and a different party other than
12 the registered entity and the service provider; and

13 providing the registered entity access to reports of at least one of sales and
14 viewing activity relating to the personal images relating to the registered entity.

1 22. The method of claim 21 wherein registering comprises:

2 receiving identification information of a registering entity;
3 creating at least one photo album for the registering entity; and
4 issuing an identifier to the registering entity to identify the created photo
5 album.

1 23. The method of claim 22 further comprising:

2 providing the issued identifier to prospective viewers of the photo album
3 for which such identifier has been issued.

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1 24. The method of claim 21 wherein allocating revenues comprises:
2 deducting a royalty, using a predetermined royalty percentage, from the
3 revenues generated from the sale of products attributed to the registered entity;
4 distributing the royalty to a different entity other than the service provider
5 and the registered entity;
6 allocating the revenues less the royalty between the service provider and
7 the registered entity; and
8 distributing the allocated revenues.

2 25. The method of claim 24 wherein the royalty comprises a referral royalty and
3 the different entity comprises a referring entity that referred the registered entity to the
4 web site hosted by the service provider.

1 26. The method of claim 24 wherein the different entity comprises a default
2 entity selected by the service provider.

2 27. The computer program product of claim 10 wherein the code for allocating a
3 portion of the determined revenues comprises:

4 code for determining a referral royalty to be deducted and distributed to
5 one of a referring fundraising entity and a default entity selected by the service provider;
6 and

7 code for allocating the revenues less the referral royalty between the
8 service provider and the registered fundraising entity. /

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